

Order / Rev: 699817
 Alt Order #: 06235183
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Friends of Sherrod Brown
 Product Desc: SHERROD BROWN/SENATE
 Estimate: WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------|------|-------------------|-----------------|--|-------------------|----------------------------------|-------------|-----|---------------|------------|-----|------|------|-------|-------------|
| E 3 | WKYC | 10/23/12 | 10/26/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | - TWTF-- | :30 | 8 | \$1,400.00 | P-2 | 0.00 | NM | 8 | \$11,200.00 |
| 2X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | - TWTF-- | 8 | | \$1,400.00 | | 0.00 | | | | | | |
| E 4 | WKYC | 10/29/12 | 10/29/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | M----- | :30 | 2 | \$1,400.00 | P-2 | 0.00 | NM | 2 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 2 | | \$1,400.00 | | 0.00 | | | | | | |
| E 5 | WKYC | 10/23/12 | 10/26/12 | M-F 7-9a Today Today Show | CM | 7a-9a | - TWTF-- | :30 | 16 | \$1,400.00 | P-2 | 0.00 | NM | 16 | \$22,400.00 |
| 4X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | - TWTF-- | 16 | | \$1,400.00 | | 0.00 | | | | | | |
| E 6 | WKYC | 10/29/12 | 10/29/12 | M-F 7-9a Today Today Show | CM | 7a-9a | M----- | :30 | 4 | \$1,400.00 | P-2 | 0.00 | NM | 4 | \$5,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 4 | | \$1,400.00 | | 0.00 | | | | | | |
| E 7 | WKYC | 10/23/12 | 10/26/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | - TWTF-- | :30 | 4 | \$2,400.00 | P-2 | 0.00 | NM | 4 | \$9,600.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | - TWTF-- | 4 | | \$2,400.00 | | 0.00 | | | | | | |
| E 8 | WKYC | 10/29/12 | 10/29/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | M----- | :30 | 1 | \$2,400.00 | P-2 | 0.00 | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$2,400.00 | | 0.00 | | | | | | |
| E 9 | WKYC | 10/23/12 | 10/26/12 | M-F 7-730p Channel 3 News at 7P | CM | 7-730p | - TWTF-- | :30 | 4 | \$2,400.00 | P-2 | 0.00 | NM | 4 | \$9,600.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | - TWTF-- | 4 | | \$2,400.00 | | 0.00 | | | | | | |
| E 10 | WKYC | 10/29/12 | 10/29/12 | M-F 7-730p Channel 3 News at 7P | CM | 7-730p | M----- | :30 | 1 | \$2,400.00 | P-2 | 0.00 | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$2,400.00 | | 0.00 | | | | | | |
| E 11 | WKYC | 10/27/12 | 10/28/12 | EN (Sa-Su) Early News (Sa-Su) | CM | 6P-7P Sa/Su (6:00 PM-6:30 PM) | -----SS | :30 | 2 | \$2,400.00 | P-2 | 0.00 | NM | 2 | \$4,800.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -----SS | 2 | | \$2,400.00 | | 0.00 | | | | | | |
| E 12 | WKYC | 10/23/12 | 10/26/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | - TWTF-- | :30 | 4 | \$2,400.00 | P-2 | 0.00 | NM | 4 | \$9,600.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | - TWTF-- | 4 | | \$2,400.00 | | 0.00 | | | | | | |
| E 13 | WKYC | 10/29/12 | 10/29/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | M----- | :30 | 1 | \$2,400.00 | P-2 | 0.00 | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$2,400.00 | | 0.00 | | | | | | |
| E 14 | WKYC | 10/27/12 | 10/27/12 | Sat 7-8p Sat 7-8p | CM | 7-8p | -----S- | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 1 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | 1 | | \$650.00 | | 0.00 | | | | | | |
| E 15 | WKYC | 10/23/12 | 10/28/12 | LN (M-Su) Late News (M-Su) | CM | 11P-1135P | - TWTFSS | :30 | 6 | \$2,400.00 | P-2 | 0.00 | NM | 6 | \$14,400.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | - TWTFSS | 6 | | \$2,400.00 | | 0.00 | | | | | | |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|-----------|-------------------|-----------------|---|-------------------|-----------------------|-----------------|---------------|---------------|-------------------------|-----|------------|-------------|-------|--------------|
| E 15 | WKYC | 10/23/12 | 10/28/12 | LN (M-Su) Late News (M-Su) | CM | 11P-1135P | - TWTFSS | :30 | 6 | \$2,400.00 | P-2 | 0.00 | NM | 6 | \$14,400.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | - TWTFSS | 6 | | \$2,400.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 4 | NKYC | 10/22/12-10/28/12 | | LN (M-Su) | | 11P-1135P | - TWThFSaSu | :30 | | (\$2,400.00) | | 0.00 | NM | | |
| See MG 15.7 [Prgm Change News airs late due to NFL] | | | | | | | | | | | | | | | |
| 7 | NKYC | 10/28/12-10/28/12 | | Post NFL News | Various | | -----Su | :30 | | \$2,400.00 | | 0.00 | NM | | |
| Ⓜ MG for 15.4 10/28 | | | | | | | | | | | | | | | |
| E 16 | WKYC | 10/29/12 | 10/29/12 | M-F 11-1135p Channel 3 News at 11p M-F | CM | 11-1135p | M----- | :30 | 1 | \$2,400.00 | P-2 | 0.00 | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$2,400.00 | | 0.00 | | | | | | |
| E 17 | WKYC | 10/23/12 | 10/26/12 | Late Night Late Night w/Jimmy Fallon | CM | 1237a-136a | - TWTF-- | :30 | 4 | \$475.00 | P-2 | 0.00 | NM | 4 | \$1,900.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | - TWTF-- | 4 | | \$475.00 | | 0.00 | | | | | | |
| E 18 | WKYC | 10/29/12 | 10/29/12 | Late Night Late Night w/Jimmy Fallon | CM | 1237a-136a | M----- | :30 | 1 | \$475.00 | P-2 | 0.00 | NM | 1 | \$475.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$475.00 | | 0.00 | | | | | | |
| E 19 | WKYC | 10/23/12 | 10/26/12 | Tonight Show Tonight Show | CM | 1135p-1237a | - TWTF-- | :30 | 4 | \$1,200.00 | P-2 | 0.00 | NM | 4 | \$4,800.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | - TWTF-- | 4 | | \$1,200.00 | | 0.00 | | | | | | |
| E 20 | WKYC | 10/29/12 | 10/29/12 | Tonight Show Tonight Show | CM | 1135p-1237a | M----- | :30 | 1 | \$1,200.00 | P-2 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$1,200.00 | | 0.00 | | | | | | |
| E 21 | WKYC | 10/27/12 | 10/27/12 | Sat 9-1030a Channel 3 News 9am Sat | CM | 9a-1030a | -----S- | :30 | 1 | \$1,400.00 | P-2 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | 1 | | \$1,400.00 | | 0.00 | | | | | | |
| E 22 | WKYC | 10/28/12 | 10/28/12 | SUN TDY NBC Today Show (Su) | CM | 8a-9a | -----S | :30 | 1 | \$1,400.00 | P-2 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | 1 | | \$1,400.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 72 | \$114,675.00 |